

SERVICES FOR INCREASING THE UTILITY OF ELECTRONIC WISH LISTS

Abstract of the Disclosure

5 A computer-implemented service, provided in association with a browsable
electronic catalog, automatically notifies a user when an item being accessed in the
catalog is on an electronic wish list of an "affiliated" user. The affiliations may be
created explicitly by the users (e.g., by completing an online form), and/or implicitly
based on actions performed by the users (e.g., an affiliation is automatically created
10 between two users when one purchases a gift for the other). In a web based
embodiment, the notifications are presented by supplementing web pages, such as
product detail pages, associated with particular catalog items. In some embodiments,
users are also notified when the viewed items are merely similar to items on the wish
lists of their affiliates. Also disclosed are services for reminding or notifying users of
15 events associated with their affiliates, and for including within these reminders links to
the associated wish lists.

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